

**Dacorum Borough Council
Planning Department**

Civic Centre Marlowes
Hemel Hempstead
Herts HP1 1HH



ADSHEL
440 SPRINGFIELD ROAD
HAYES
MIDDLESEX
UB4 0JS

TOWN AND COUNTRY PLANNING ACT 1990

APPLICATION - 4/00243/00/ADV

**J SAINSBURY PLC, APSLEY MILLS RETAIL PARK, LONDON ROAD, HEMEL
HEMPSTEAD, HERTFORDSHIRE, HP3 9QN
ILLUMINATED SIGN**

Your application for advertisement consent dated 10 February 2000 and received on 11 February 2000 has been **GRANTED**, subject to any conditions set out overleaf.

A handwritten signature in black ink, appearing to read 'Kim Barnard'.

Director of Planning

Date of Decision: 11 April 2000

CONDITIONS APPLICABLE TO APPLICATION: 4/00243/00/ADV

Date of Decision: 11 April 2000

1. This consent is granted for a period of five years commencing on the date of this notice.

Reason: To comply with the provisions of the Town and Country Planning (Control of Advertisements) Regulations 1992.

2. Any advertisements displayed, and any site used for the display of advertisements shall be maintained in a clean and tidy condition to the reasonable satisfaction of the local planning authority.

Reason: To comply with the provisions of the Town and Country Planning (Control of Advertisements) Regulations 1992.

3. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

Reason: To comply with the provisions of the Town Planning (Control of Advertisements) Regulations 1992.

4. Where an advertisement is required under the Town and Country Planning (Control of Advertisements) Regulations 1992 to be removed, the removal shall be carried out to the reasonable satisfaction of the local planning authority.

Reason: To comply with the provisions of the Town and Country Planning (Control of Advertisements) Regulations 1992.

5. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

Reason: To comply with the provisions of the Town and Country Planning (Control of Advertisements) Regulations 1992.

6. No advertisement shall be sited or displayed so as to obscure, or hinder the ready interpretation of, any road traffic sign, railway signal or aid to navigation by water or air, or so as otherwise to render hazardous the use of any highway, railway, waterway (including any coastal waters) or aerodrome (civil or military).

Reason: To comply with the provisions of the Town and Country Planning (Control of Advertisements) Regulations 1992.

7. The illuminated advertisement hereby authorised shall only be statically illuminated, and shall not be illuminated between midnight and 7 am.

Reason: In the interests of amenity, in accordance with the Institution of Lighting Engineers publication "Reduction of Light Pollution" (1994 Revised Version) and Dacorum Borough Local Plan Deposit Draft Part 5 Environmental Guidelines.